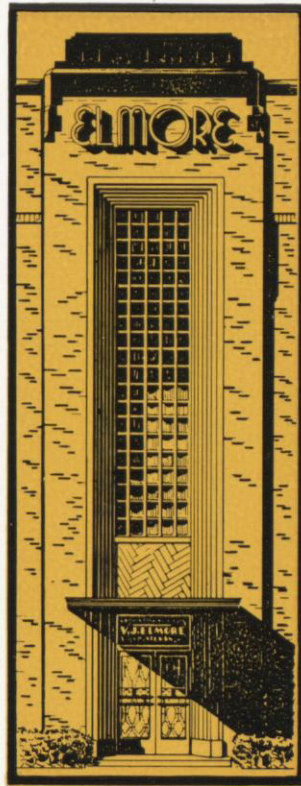


# V. J. ELMORE

5c 10c & 1.00 STORES, INC.

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FOUNDED 1925

*Annual Report Jan. 26, 1957*



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# President's Letter

March 12, 1957

## TO THE STOCKHOLDERS:

This is the thirty-first annual meeting of the stockholders of your Company. I again have the privilege and responsibility of reporting to you relative to its operations and current condition. In submitting this report, it has been our purpose to give a comprehensive picture of the results of operations during the year in as concise manner as possible.

The balance sheet statement at January 26, 1957, and a statement of profit and loss for the fiscal year ending that date are included in the report. Reference to the profit and loss statement discloses sales of \$8,653,056 as compared with \$8,311,724 the preceding year. On a subsequent page there is set forth a chart relative to how these sales dollars were used. There are also included figures with respect to the sales growth of the Company since organization in 1925. It is believed that the chart and sales figures will prove interesting and informative.

Net profit for the year was \$428,181. Dividends were paid in keeping with sound business policy and to permit a reasonable retention of funds for investing in additional stores, improvement of existing stores, and to provide a margin in case of reverses from changing economic conditions.

The policy of modernizing and improving our existing stores is being continued. This is essential to the maintenance of efficient service to our customers and to the fortification of our competitive position. We are having stronger competition, the consumer demands more, and increasing expense of operation is to be considered. Modern equipment and operating methods are important factors in increasing volume and curtailing expenses. There are several remodeling jobs in process and contemplated for the current year. This is in addition to our routine maintenance operations. It is the intention to take advantage of opportunities for expansion in the way of additional stores where suitable locations can be obtained and funds are available in keeping with the policy of our Company. There are now sixty-five stores in operation. We have also recently leased a building in Opelika, Alabama, and expect this store to be in operation September 1, 1957.

The installation of air conditioning and conversion of stores to check-out or self-service units can be regarded as two major factors in store improvement. The conversion of stores to check-out systems was mentioned at our stockholders' meeting last year and preceding meetings. There are now fourteen check-out stores in operation and three others to be so equipped during the year. This represents the departure from the conventional type setup of our stores, and, as such, prompted a conservative approach to the adoption of check-out systems of operation. Our experience has been favorable, however, and with a study of like operation of stores similar to ours, we now feel justified in proceeding with additional conversions. All new stores will be so equipped. With reference to air conditioning, twenty stores are now so equipped and three additional installations to be made in the near future. Those stores more in need of such equipment are being given preference.

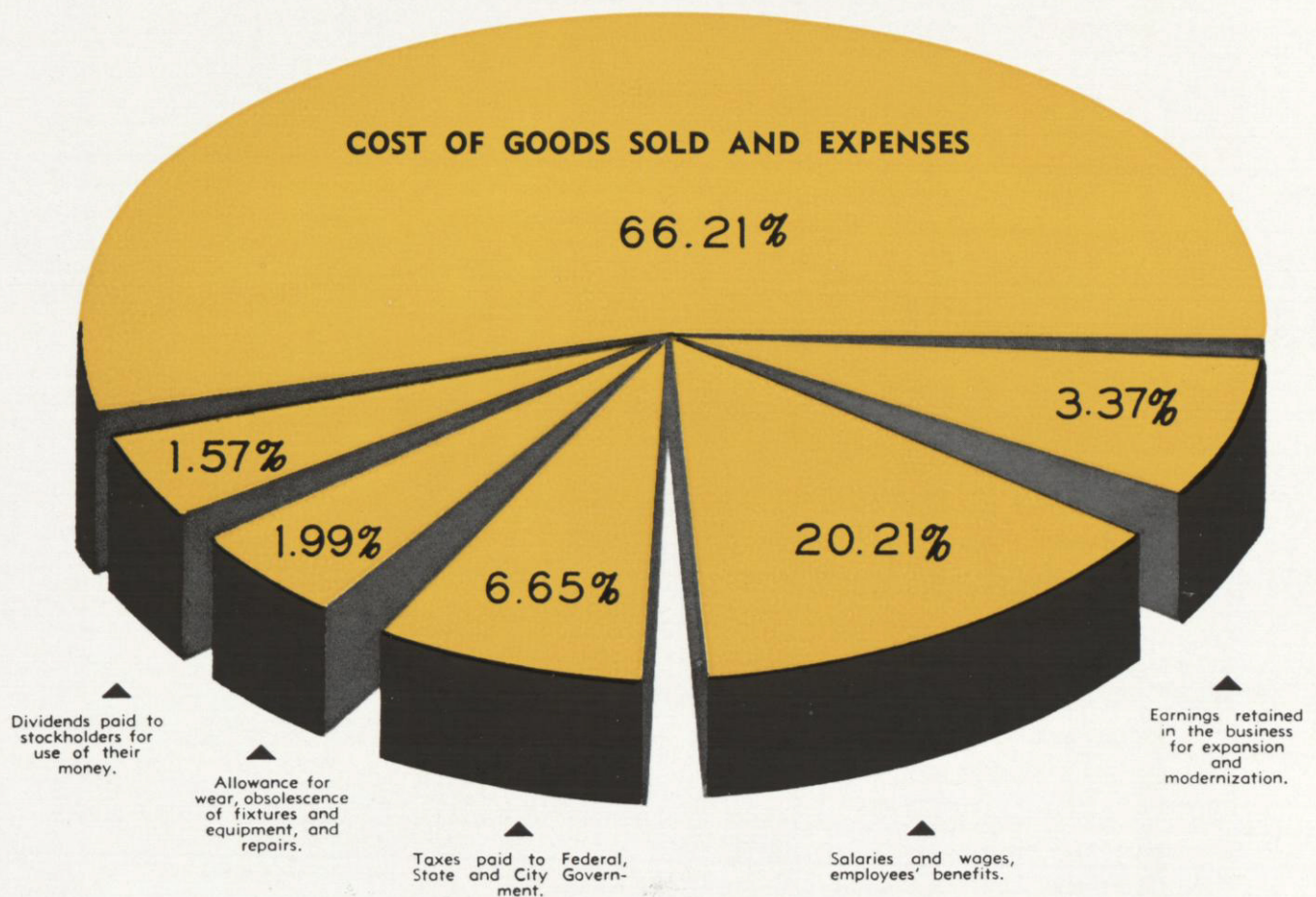
This has been a satisfactory year of operation. Economic conditions have been favorable but the results achieved can be attributed largely to proper merchandising; the alert and coordinated store operations under efficient supervision; and the improvement and maintenance of our physical assets. The gearing of the efforts of our central office staff and the store managers more closely to company policies has been conducive to progress with safety of operation. I am grateful to the personnel of our organization for their loyalty and efficient service. I wish to thank the Directors and Stockholders for their counsel.

With best wishes to each of you, this report is respectfully submitted.

*Mrs. V. J. Elmors*

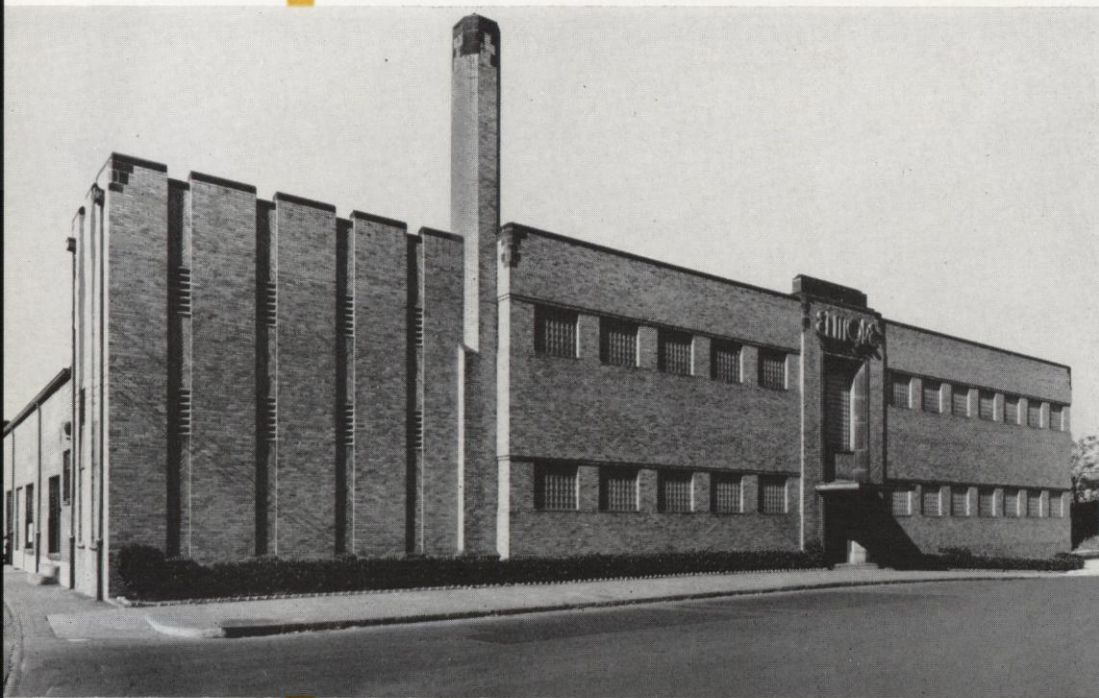
President

# How Our Sales Dollars Were Used in 1956




# Home Office and Warehouse

10 SOUTH FOURTEENTH STREET  
BIRMINGHAM, ALABAMA



Our home office building was completed on March 1, 1941, and with subsequent additions now contains 36,000 square feet of warehouse space on the ground floor. Executive and buying offices are located on the second floor with suites of offices arranged for each department. The entire office area is equipped with year-round air conditioning and fluorescent lighting.

# Auditor's Report



Board of Directors  
V. J. Elmore 5c, 10c and \$1.00 Stores, Inc.  
Birmingham, Alabama

We have examined the financial statements of V. J. Elmore 5c, 10c and \$1.00 Stores, Inc., for the fiscal year ended January 26, 1957. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying balance sheet and statements of income and surplus present fairly the financial position of V. J. Elmore 5c, 10c and \$1.00 Stores, Inc., at January 26, 1957, and the results of its operations for the fiscal year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Ernst & Ernst

February 23, 1957

## ASSETS

January 26, 1957,

	January 26, 1957		January 28, 1956	
<b>CURRENT ASSETS</b>				
Cash .....		\$1,360,160		\$1,088,890
United States Government securities—at cost plus interest accrued .....	\$ 496,789		\$ 499,386	
Less federal and state taxes on income—estimated .....	392,400	104,389	442,733	56,653
Merchandise inventories:				
At stores—at cost as determined by the retail in- ventory method .....	\$1,200,643		\$1,252,917	
In warehouse—at lower of cost (first-in, first-out basis) or market .....	275,039		358,841	
In transit—at cost .....	116,758	1,592,440	53,994	1,665,752
Prepaid expenses .....		81,944		102,974
TOTAL CURRENT ASSETS .....		\$3,138,933		\$2,914,269
<b>INVESTMENTS AND OTHER ASSETS</b>				
Marketable securities—at cost plus interest accrued ..	\$ 44,108		\$ 44,108	
Other securities—at cost plus interest accrued .....	11,929		9,627	
Cash surrender value of life insurance .....	—0—		6,985	
Sundry accounts receivable .....	672	56,709	559	61,279
<b>LAND, BUILDINGS, AND EQUIPMENT—at cost, less allowances for depreciation and amortization</b>				
Land .....	\$ 19,354		\$ 19,354	
Office and warehouse building and paving .....	\$ 194,004		\$ 194,004	
Store building .....	10,800		10,800	
Fixtures and equipment .....	784,959		710,168	
Automobiles and trucks .....	62,820		64,466	
Improvements to leaseholds .....	167,786		143,938	
	\$1,220,369		\$1,123,376	
Less allowances for depreciation and amortization ..	520,721		437,918	
	\$ 699,648	719,002	\$ 685,458	704,812
		\$3,914,644		\$3,680,360

# Balance Sheets

## LIABILITIES

and January 28, 1956

### CURRENT LIABILITIES

	January 26, 1957	January 28, 1956
Accounts payable and accrued expenses:		
Trade accounts.....	\$ 143,301	\$ 177,407
Salaries and bonuses.....	85,401	97,859
Pay roll taxes and taxes withheld from pay rolls ..	15,775	16,592
Sales and retailers excise taxes.....	15,046	22,246
	\$ 259,523	\$ 314,104
Federal and state taxes on income—estimated .....	\$ 392,400	\$ 442,733
Less United States Government securities.....	392,400	442,733
	—0—	—0—
<b>TOTAL CURRENT LIABILITIES .....</b>	<b>\$ 259,523</b>	<b>\$ 314,104</b>

### CAPITAL STOCK AND SURPLUS

#### Capital stock:

First Preferred Stock, par value \$100 a share (entitled to \$100 a share plus accumulated dividends upon liquidation):

Authorized 3,683½ shares; issued and outstanding:

830 shares of 7% cumulative.....	\$ 83,000	\$ 83,000
2,776½ shares of 5% cumulative for 1957; and 2,806¼ shares for 1956 .....	277,650	280,625
	\$ 360,650	\$ 363,625

Common Stock, Class "B"—no par value, stated value \$16⅔ a share, dividends of \$1 a year cumulative, preferred over other common stock only as to dividends:

Authorized, issued, and outstanding 6,000 shares.....	100,000	100,000
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Common Stock, Class "A"—no par value, stated value \$16⅔ a share:

Authorized, issued, and outstanding 2,500 shares.....	41,667	41,667
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	\$ 502,317	\$ 505,292
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Capital surplus.....	16,235	16,235
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Earned surplus.....	3,136,569	3,655,121	2,844,729	3,366,256
		<u>\$3,914,644</u>		<u>\$3,680,360</u>

# Statements Of Profit and Loss

Fiscal Years Ended January 26, 1957  
and January 28, 1956

	Fiscal Year Ended		Increase Decrease*
	Jan. 26, 1957	Jan. 28, 1956	
Net sales .....	\$8,653,056	\$8,311,724	\$341,332
Cost of goods sold .....	5,290,456	5,197,199	93,257
	<u>\$3,362,600</u>	<u>\$3,114,525</u>	<u>\$248,075</u>
Selling and administrative expenses .....	2,509,514	2,349,207	160,307
	<u>\$ 853,086</u>	<u>\$ 765,318</u>	<u>\$ 87,768</u>
Other income .....	36,573	129,730	93,157*
	<u>\$ 889,659</u>	<u>\$ 895,048</u>	<u>\$ 5,389*</u>
Other deductions .....	209	1,154	945*
	<u>209</u>	<u>1,154</u>	<u>945*</u>
INCOME BEFORE TAXES ON INCOME	\$ 889,450	\$ 893,894	\$ 4,444*
Taxes on income:			
Provision for the year—estimated:			
Federal normal income tax and surtax .....	\$ 447,000	\$ 454,500	\$ 7,500*
State income taxes .....	16,000	15,500	500
Overprovision for prior years .....	1,731*	2,143*	412
	<u>\$ 461,269</u>	<u>\$ 467,857</u>	<u>\$ 6,588*</u>
TOTAL TAXES ON INCOME	\$ 461,269	\$ 467,857	\$ 6,588*
NET INCOME	<u>\$ 428,181</u>	<u>\$ 426,037</u>	<u>\$ 2,144</u>
Provision for depreciation and amortization included above: 1957—\$130,213; 1956—\$107,375.			

\*Indicates red figures.

# Statements Of Surplus

Fiscal Years Ended January 26, 1957  
and January 28, 1956

	Fiscal Year Ended		Increase
	Jan. 26, 1957	Jan. 28, 1956	
CAPITAL SURPLUS			
Balance at beginning and end of year (no change during the year) .....	<u>\$ 16,235</u>	<u>\$ 16,235</u>	<u>\$ —0—</u>
EARNED SURPLUS			
Balance at beginning of year .....	\$2,844,729	\$2,555,033	\$289,696
Add net income for the year .....	428,181	426,037	2,144
	<u>\$3,272,910</u>	<u>\$2,981,070</u>	<u>\$291,840</u>
Deduct:			
Cash dividends paid:			
On 7% First Preferred Stock (\$7 a share) .....	\$ 5,810	\$ 5,810	\$ —0—
On 5% First Preferred Stock (\$5 a share) .....	14,031	14,031	—0—
On Class "A" Common Stock (\$25 a share) .....	62,500	62,500	—0—
On Class "B" Common Stock (\$9 a share) .....	54,000	54,000	—0—
	<u>\$ 136,341</u>	<u>\$ 136,341</u>	<u>\$ —0—</u>
Balance at end of year	<u>\$3,136,569</u>	<u>\$2,844,729</u>	<u>\$291,840</u>

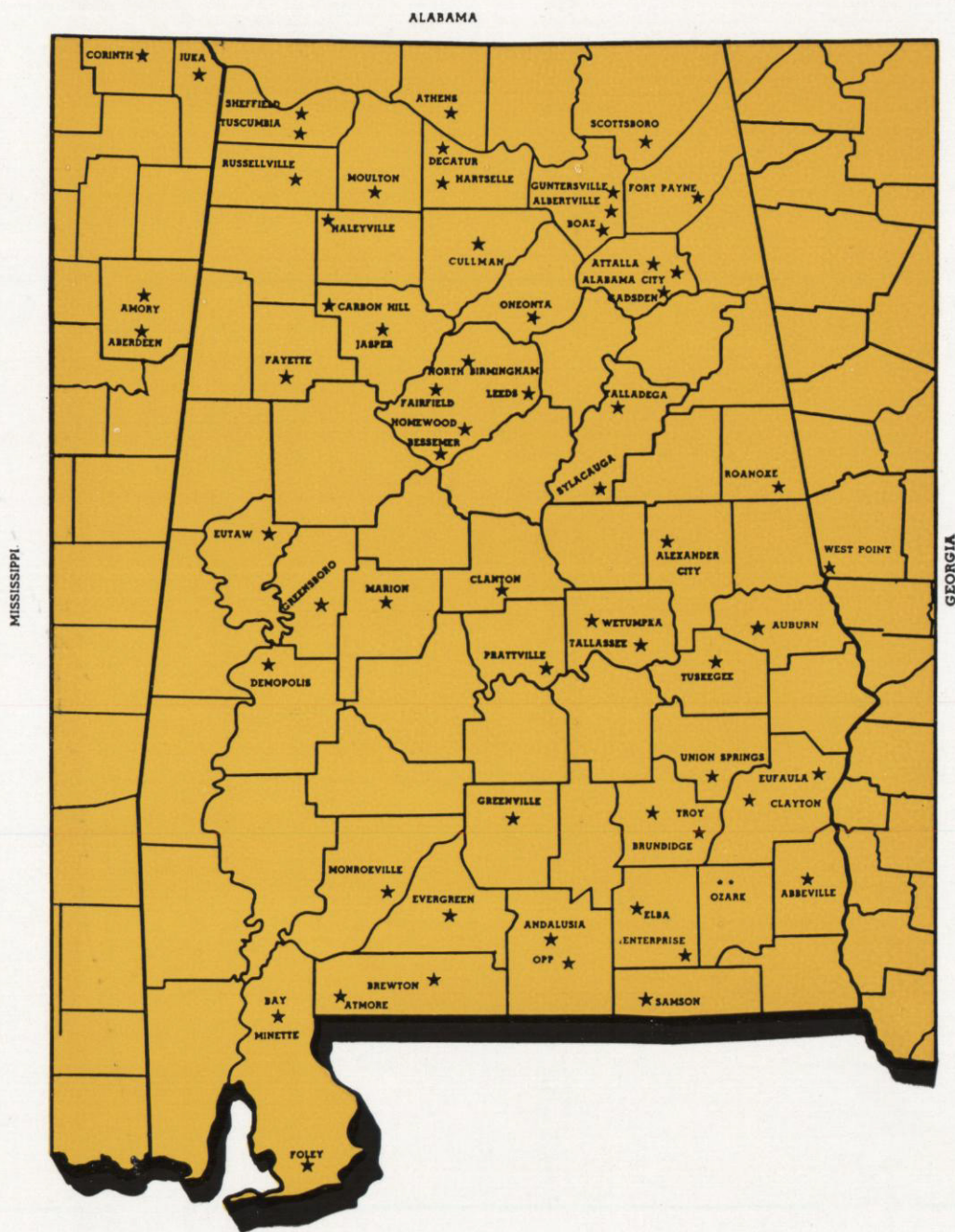
# Sales 1926-1956

Year	Stores At Year End	Sales
1956	65	\$8,653,056
1955	65	\$8,311,724
1954	63	\$7,230,339
1953	62	\$7,482,684
1952	61	\$7,246,459
1951	61	\$7,445,561
1950	59	\$6,286,093
1949	56	\$5,406,258
1948	52	\$5,357,138
1947	51	\$4,495,263
1946	50	\$4,439,249
1945	49	\$3,788,035
1944	46	\$3,468,410
1943	46	\$3,512,583
1942	44	\$2,739,960
1941	43	\$2,198,361
1940	36	\$1,499,683
1939	31	\$1,411,496
1938	31	\$1,241,258
1937	29	\$1,095,639
1936	24	\$1,010,756
1935	20	\$ 659,350
1934	13	\$ 478,953
1933	9	\$ 297,601
1932	6	\$ 175,100
1931	5	\$ 155,548
1930	5	\$ 149,669
1929	5	\$ 140,976
1928	3	\$ 84,436
1927	2	\$ 57,881
1926	1	\$ 32,794

LOCATION OF

# V.J. Elmore Stores

ALABAMA • GEORGIA • MISSISSIPPI



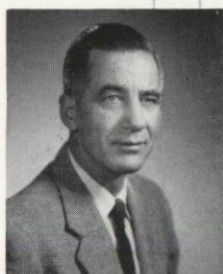
# V.J. Elmore

## STORES AND MANAGERS

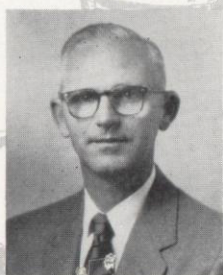
FOR JANUARY 26, 1957

Date Opened	Town	Manager	Date Opened	Town	Manager
1925	Clanton, Ala.	J. C. Parr	1940	Monroeville, Ala.	J. F. Wade
1927	Jasper, Ala.	G. R. Dunlap	1940	Birmingham, Ala.	J. D. Cleere
1928	Wetumpka, Ala.	Dalton Gentry	1940	Aberdeen, Miss.	J. M. Logan
1929	Haleyville, Ala.	J. D. Northcutt	1940	Amory, Miss.	J. O. Ferrell
1929	Russellville, Ala.	O. O. Fowler	1941	Guntersville, Ala.	Harvey Brom
1932	Alexander City, Ala.	J. W. Plyler	1941	Eutaw, Ala.	Wesley Bowen
1932	Hartselle, Ala.	J. T. Rinehart	1941	Tuscumbia, Ala. (Mrs.)	Eunice Wilkerson
1932	Athens, Alabama	M. L. Ward	1941	Sylacauga, Ala.	Jasper T. King
1933	Andalusia, Ala.	R. M. Martin	1941	Scottsboro, Ala.	L. B. Wallace
1934	Tuskegee, Ala.	William Murner, Jr.	1941	Fayette, Ala.	James P. Boyles
1934	Marion, Ala.	Monroe Franklin White	1941	Decatur, Ala.	F. I. Manker
1934	Demopolis, Ala.	J. E. Pullen	1942	Fairfield, Ala.	R. H. Wilks
1934	Greenville, Ala.	J. T. King	1943	Ozark, Ala.	Willie Morrow
1935	Union Springs, Ala.	Xemon Hill	1943	Abbeville, Ala.	Jiles H. Spears
1935	Samson, Ala.	Johnny B. Bradford	1945	Atalla, Ala.	Newell LaFayette
1935	Prattville, Ala.	Cecil C. Cook	1945	Carbon Hill, Ala. (Mrs.)	Edith Rutledge
1935	Troy, Ala.	H. R. Hutson	1945	Iuka, Miss.	Calvin Roy Bryan
1935	Eufaula, Ala.	J. D. Estes	1946	Tallasse, Ala.	W. G. Baggett
1935	Atmore, Alabama	F. B. Littleton	1947	Homewood, Ala.	H. S. Hayne
1935	Bay Minette, Ala.	J. F. Rain	1948	Moulton, Ala.	J. H. Reynolds
1936	Brundidge, Ala. (Mrs.)	Elizabeth F. Carter	1949	Enterprise, Ala.	K. P. Morris
1936	Clayton, Ala.	Robert E. Bray	1943	Ozark, Ala.	John H. Glaze
1936	Evergreen, Ala.	J. S. Livengood	1949	Foley, Ala.	W. C. Tidwell
1936	Brewton, Ala.	C. O. McAlister	1950	Leeds, Ala.	Willard Green
1937	Albertville, Ala.	J. D. Henry	1950	Gadsden, Ala.	C. W. Hackett
1937	Oneonta, Ala.	O. M. Partain	1950	Elba, Ala.	William O'Neal Broadrick
1937	Greensboro, Ala.	William C. Essary	1950	Bessemer, Ala.	Marlin Brom
1937	Boaz, Ala.	W. H. Dixon	1951	Sheffield, Ala.	O. G. Hargett
1937	Opp, Ala.	Woodie L. Speaks	1951	Corinth, Miss.	O. E. Floyd
1938	Fort Payne, Ala.	G. R. Rinehart, Jr.	1953	Roanoke, Ala.	Harold D. Mason
1938	Alabama City, Ala.	H. P. Collins	1954	Auburn, Ala.	Walter G. Swann
1940	Talladega, Ala.	W. T. Camp	1955	West Point, Ga.	Lamar Gassett
			1955	Cullman, Ala.	P. C. Thomas

# Directors



G. F. PARR  
*Vice President, Budgeting*  
Birmingham, Alabama



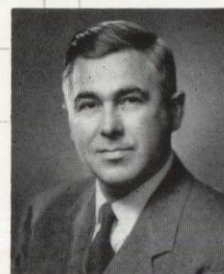
W. A. WILLIS, JR.  
*Secretary and Treasurer*  
Birmingham, Alabama



MRS. V. J. ELMORE  
*President*  
Birmingham, Alabama



W. F. RAINER  
*Chairman of the Board*  
Birmingham, Alabama



JOHN W. POWERS, JR.  
*Vice President, Real Estate*  
Birmingham, Alabama



GRADY REYNOLDS  
*Reynolds & Reynolds Attorneys*  
Clanton, Alabama

# Officers

MRS. V. J. ELMORE	President
W. F. RAINER	Chairman of the Board
G. F. PARR	Vice President, Budgeting
JOHN W. POWERS, JR.	Vice President, Real Estate
W. A. WILLIS, JR.	Secretary and Treasurer
C. O. HESTER	Assistant Secretary and Merchandise Manager
R. N. HALES	Assistant Secretary and Sales Manager

# Other Executives

J. K. McRAE, Supervisor	F. S. ALSUP, Supervisor	L. T. CRENSHAW, Buyer
C. H. SWEATT, Supervisor		J. D. LIETCH, Buyer
W. W. WHITTLE, Supervisor		J. D. ROBINSON, Buyer
C. A. McSPADDEN, Assistant Manager Real Estate Department		T. C. CASADAY, Editor Company Publication, Service Department and Sales Promotion
	V. J. ELMORE, JR. Assistant Buyer	



